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ABSTRACT

Noting that the demand for day care has consistently outpaced supply, this book explains how to capitalize on the economic opportunities available and turn a child care center into an attractive and lucrative business that will at the same time benefit the community. Following an introduction, Part One covers the basics of planning a child care business and includes chapters on needs assessment, site selection and facility planning, business plans and financing, consultants, and purchasing equipment and supplies. Part Two explains the concept of flexibility as the key to a successful child care center. Chapters in this part discuss the flexible program philosophy, infant and toddler care, preschool child care, school-age care, and summer programs. Part Three focuses on efficient organization and management of a child care business. Chapters in this part cover center organization and record keeping; recruiting, hiring, and training staff; motivating and managing employees; and parent relations. Part Four offers advice for continued success and includes chapters on advertising and marketing, creation and promotion of a quality child care center, problem solving in child care, and the 10 most common mistakes and worries of child care center owners. Six appendixes list state licensing agencies, regional census bureaus, toxic and nontoxic plants, professional organizations, and reference books and publications. Sample forms are also appended. (TJQ)

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